



# 1998–99 CATS ASSESSMENT

## Open-Response Item Scoring Worksheet

### Grade 5—Social Studies

The **academic expectation** addressed by “Consumer Choices” is

2.18 Students understand economic principles and are able to make economic decisions that have consequences in daily living.

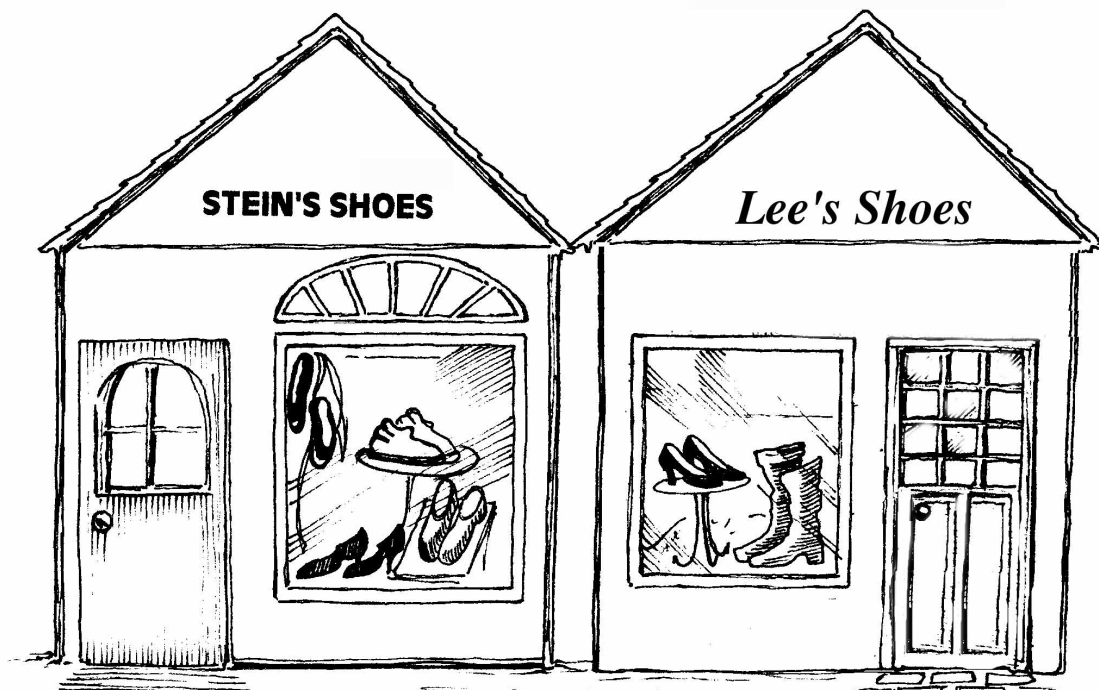
The **core content** assessed by this item includes

- Producers create goods and services and consumers make choices about which ones to purchase.
- The U.S. economic system is based on free enterprise where businesses seek to make profits by producing goods or services.

#### Consumer Choices

Just as teams compete in sports, when two or more stores sell the same kind of products or provide the same kind of services they are said to be in competition. Competition in business can be good for the customer.

Explain TWO ways that competition among stores can give the customer more choices.





## SCORING GUIDE

### Grade 5 Social Studies

Score	Description
4	Student clearly explains two ways that competition among stores can give the consumer more choices.
3	Student generally explains two ways that competition among stores can give the consumer more choices.
2	Student provides a limited explanation of one or two ways that competition among stores can give the customer more choices. <b>OR</b> Student lists multiple choices without explanation.
1	Student's response is minimal (e.g., student identifies one way that competition among stores can give the customer more choices).
0	Response is totally incorrect or irrelevant.
Blank	No response.

#### Examples of choices resulting from competition:

- choice of better quality products
- choice of when to shop due to longer or varied hours
- choice of better service
- choice of buying similar goods at lower prices



# ANNOTATED STUDENT RESPONSE

## Grade 5 Social Studies

### Sample 4-Point Response of Student Work

#### Student Response

Just as teams compete in sports, when two or more stores sell the same kind of products or provide the same kinds of services they are said to be in competition. Competition in business can be good for the customer. Why do you think competition is good for a customer?

One way that competition among stores can give the customer more choices is that the prices keep going down. For example, if one store is selling more of one product, the other store will lower their price for the same product. Another way is if one store is being more friendly than the other store, the other store will be even more friendly.

Have you ever been to a store and the prices were really low? That's because they are in competition.

← Student gives one clear example of increased consumer choices resulting from business competition (i.e., lower prices).

← Student gives a second clear example of increased consumer choices resulting from business competition (i.e., customer service).

Overall, the student demonstrates a thorough understanding of ways that consumer choices increase as a result of business competition.



# ANNOTATED STUDENT RESPONSE

## Grade 5 Social Studies

### Sample 4-Point Response of Student Work

#### Student Response

There are ways that competition among stores can give the consumer more choices. One way is when stores are in competition they might lower their prices. The reason they lower their prices is because the people will probably buy the goods at the store that has the lowest prices. Another way that they get more choices is by finding things for free. For example, one store might give away a pair of shoes to the first five people that come and buy things. People are always trying to find a good deal.

← Student gives one clear example of increased consumer choices resulting from business competition (i.e., lower prices).

← Student gives a second clear example of increased consumer choices resulting from business competition (i.e., promotional giveaways).

Overall, the student demonstrates a thorough understanding of the ways that consumer choices increase as a result of business competition.



# ANNOTATED STUDENT RESPONSE

## Grade 5 Social Studies

### Sample 3-Point Response of Student Work

#### Student Response

Two ways customers can get more choices when there's competition is if there is one store you don't have as many choices to chose from. When theres two stores you have a bigger selection. Or if one store is too expensive the other one may be cheaper. Or one shoe store might not have the right kind but if there are two stores the second store may have them.

← Student gives an example of increased consumer choices resulting from business competition (i.e., variety of products).

← Student gives a second example of increased consumer choices resulting from business competition (i.e., lower prices).

← Student returns to the idea of wider variety of products as a consumer choice.

Overall, the student demonstrates a general understanding of the ways that consumer choices increase as a result of business competition, but the response lacks the clarity needed to achieve a score of 4.



# ANNOTATED STUDENT RESPONSE

## Grade 5 Social Studies

### Sample 2-Point Response of Student Work

#### Student Response

Both stores order in more things to choose from and want to have things bought from them so they lower pices lower than the other store which makes it easy on us.

← Student gives two effects of business competition (i.e., wider selection of products and price), but the explanation is limited.

Overall, the student demonstrates a limited understanding of the ways that consumer choices increase as a result of business competition.

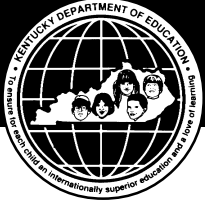
### Sample 1-Point Response of Student Work

#### Student Response

It could give them a better price on food or clothing.

Student gives one effect of business competition (i.e., wider selection of products), but an explanation is lacking.

Overall, the student demonstrates a minimal understanding of the ways that consumer choices increase as a result of business competition.



# INSTRUCTIONAL STRATEGIES

## Grade 5 Social Studies

The open-response item **“Consumer Choices”** assesses (1) students’ basic knowledge of economic principles and consumer choices, and (2) students’ understanding of the relationship between consumers and competition in the free market. The instructional ideas below present ideas for helping students explore and master these concepts.

Have students work individually, in pairs, in small groups, and/or as a class to complete any or all of the following activities:

- Create a new product and develop marketing ideas (e.g., unbreakable pencil, everlasting gumball).
- Design advertising posters for real or pretend products.
- Develop a “company” name, product, product price, slogan, and advertising campaign.
- Construct a budget for the company that shows materials cost, selling price, and profit.
- Create a graph or chart that clearly indicates which company is selling the most products and which company is making the most profit.
- Conduct “market research” by interviewing and surveying customers (students and teachers).
- Compare advertisements and receipts from two competing grocery stores to understand the effects of competition and consumer choice.
- Bring in advertisements for long distance phone service and choose the best plan.
- Identify specific products (e.g., a certain brand of shoes or type of toy) and compete against other classmates to find the lowest prices.
- Compare and study the strategies of television commercials.
- Visit business websites and analyze consumer choices on the Internet.